



WDIV

ORDER

Print Date 10/25/12

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Flight Dates **10/26/12-11/05/12**

Contract / Revision **263008 /**

Original Date / Revision
10/25/12 10/25/12

Advertiser **POL/Markman and Zahra**

Agency **Keller Media Consulting**

Buying Contact

**8225 Allen Road #124
Allen Park, MI 48101**

Product

Agency Com 15%

Billing Contact

**8225 Allen Road #124
Allen Park, MI 48101**

Sales Office DET-L

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL-Local-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Angela Cady

Account Executive	Order%	Start Date	End Date
Angela Cady	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
WDWB	%	
WJBK	%	
WKBD	%	
WWJ	%	
WXYZ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$9,435.00	\$11,100.00	0.00	10/01/12	10/28/12	4	\$9,435.00	\$11,100.00
November 2012	17	\$45,390.00	\$53,400.00	0.00	10/29/12	11/05/12	17	\$45,390.00	\$53,400.00
Totals	21	\$54,825.00	\$64,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WDIV	10/26/12	10/26/12	6-7am Local 4 News M-FM Local 4 News Today @ 6/	FIXED	6-630A (6:00 AM-6:30 AM)	----F--	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$1,600.00		0.00			
2	WDIV	10/29/12	11/02/12	6-7am Local 4 News M-FM Local 4 News Today @ 6/	FIXED	6-630A (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$1,600.00		0.00			
3	WDIV	11/05/12	11/05/12	6-7am Local 4 News M-FM Local 4 News Today @ 6/	FIXED	6-630A (6:00 AM-6:30 AM)	M-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,600.00		0.00			
4	WDIV	10/26/12	10/26/12	7-9am Today Show M-FM Today Show	FIXED	7-8A (7:00 AM-8:00 AM)	----F--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$1,800.00		0.00			



WDIV

Print Date: 10/25/12

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Contract / Revision **263008** Flight Dates **10/26/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser **POL/Markman and Zahra** Product

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
5	WDIV	10/29/12	11/02/12	7-9am Today Show M-FCM Today Show	FIXED	7-8A (7:00 AM-8:00 AM)	MTWTF--	:30	4	\$1,800.00	P-1	0.00 NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTWTF--					4	\$1,800.00		0.00		
6	WDIV	11/05/12	11/05/12	7-9am Today Show M-FCM Today Show	FIXED	7-8A (7:00 AM-8:00 AM)	M-----	:30	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00		
7	WDIV	10/26/12	10/26/12	6-630pm Local 4 News 10M M-F Local 4 News 6-630p	FIXED	6-630P	----F--	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	----F--					1	\$2,500.00		0.00		
8	WDIV	10/29/12	11/02/12	6-630pm Local 4 News 10M M-F Local 4 News 6-630p	FIXED	6-630P	MTWTF--	:30	3	\$2,500.00	P-1	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTWTF--					3	\$2,500.00		0.00		
9	WDIV	11/05/12	11/05/12	6-630pm Local 4 News 10M M-F Local 4 News 6-630p	FIXED	6-630P	M-----	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00		
E 10	WDIV	10/26/12	10/26/12	M-F Local 4 News @11pCM 11-1135P Late News	FIXED	11-1135P	----F--	:30	1	\$5,200.00	P-1	0.00 NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	----F--					1	\$5,200.00		0.00		
E 11	WDIV	11/05/12	11/05/12	11-1145p News 10/31-11/5 Late News 10/31-11/5	FIXED	11-1145p	M-----	:30	1	\$7,000.00	P-1	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$7,000.00		0.00		
12	WDIV	10/31/12	11/02/12	11-1145p News 10/31-11/5 Late News 10/31-11/5	FIXED	11-1145P	--WTF--	:30	3	\$7,000.00	P-1	0.00 NM	3	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					3	\$7,000.00		0.00		
													Totals	21 \$64,500.00